



Permit #F00034847

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034847

Type of Permit: FILMING

Release Date: 12/14/2010

Production Company IDENTITY MEDIA INC

Producer Stephanie Bruni

Insured Company Name IDENTITY MEDIA INC

Director Laurent Chanez

Contact Phone No. 1 212-683-2500

1st AD Andy Coffing

Contact Phone No. 2

Fax

Production Manager Suzanne Stanford

Address 400 W 14TH ST, 3RD FLOOR

FilmL.A. Coordinator Naomi Kajiyama

NEW YORK, New York 10014

Production Title LOREAL

Location Manager Carson Turner

Type of Production Commercial - Standard

Primary Phone Mobile - 310-991-1090

Secondary Phone Office - 212-683-2500

Location Assistant NA NA

Primary Phone Office - 000-000-0000

Secondary Phone

Fees

FILMLA FILM APPLICATION FEE \$625.00

Total Permit Fee \$2,420.00

LA CITY DEPT OF REC AND PARKS - FILM USE FEE \$450.00

Number of Locations 1

LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE \$684.00

LA CITY FIRE SAFETY OFFICER \$576.00

LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE \$85.00



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Summary Information**Location****Location 1 of 1****Page 1 of 2**

Permit Number	F00034847	Location Manager	Carson Turner
Production Company	IDENTITY MEDIA INC	Primary Phone	Mobile - 310-991-1090
Insured Company	IDENTITY MEDIA INC	Secondary Phone	Office - 212-683-2500
Production Title	LOREAL		

Location Address Mulholland Hwy & Mt Lee Dr, Los Angeles, CA, 90068**Location Name** GRIFFITH PARK - HOLLYWOOD SIGN**Location Type** Park**Prep Dates** 12/11/2010 - 12/11/2010 14:00 - 16:00**Film Dates** 12/15/2010 - 12/15/2010 09:00 - 17:00**Open or Closed to the Public** Open

Generic Conditions Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents Identity.LOreal.34847.AL.pdf
Identity.LOreal.34847.PARK1.pdf
Identity.LOreal.34847.PARK2.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	3		Cast	5
	Cast/Crew vehicles	50		Crew	60
	Cube Trucks	3		LA City UFSO	26607
	Generator	1		assigned	
	Motor Homes	2		Rec & Park Monitor	2
	Vans	2		required	

Filming Activities Exterior Dialogue; Exterior model against scenery; Building a small platform with ropes for talent to stand on; Using a remote control helicopter; (Prep: Scout);

Jurisdiction	Political: Los Angeles City - Council District 04	Police: Los Angeles Police Department	Fire: Los Angeles City
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Thomas Guide Page: 563**Grid:** F7

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT
LOS ANGELES POLICE DEPARTMENT

Joanne Luna
Vincent Owens
Mark Buck

Coordinator Note UFSO required 12/15 0900-1700 hrs (UFSO hours verified by Insp Owens 12/14)

Coordinator Note SCOUT AT THE HOLLYWOOD SIGN AND PLATEAU
1 park monitor required 12/11 1400-1600 hrs

FILMING AT THE HOLLYWOOD SIGN AND PLATEAU
2 park monitors required 12/15 0900-1700 hrs



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Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager Carson Turner
Primary Phone Mobile - 310-991-1090
Secondary Phone Office - 212-683-2500

Parking **Base Camp**
Location Type : Location
Street : Deronda Plateau and Ferndell

Crew Parking
Location Type : Location
Street : Deronda Plateau and Ferndell

**APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC.
AS AUTHORIZED AGENT AND REPRESENTATIVE**

I certify that I am a representative of _____ ("Principal") and am

Name of "Principal" / Production Company

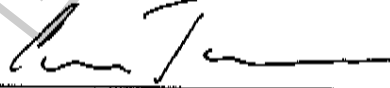
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city, county or other jurisdiction where *FILM L.A., INC.* operates; to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated

12.13.10

By



Representative's Signature

I Dentity Media

Name of "Principal" (Production Company)

400 W. 14th St. 3rd Flx/1

Principal's Address

CARSON TURNER

Print Principal Representative's Name

NY NY 10014

City, State, Zip Code

LOCATION MGR

Representative's Title (i.e. UPM, Loc Mgr)

212.683.2500

Principal's Telephone Number

SIGN HERE

Filming at the *Hollywood* Sign

WHO TO ASK

1. **For Access: Park Film Office:** The Sign is in Griffith Park and entry to grounds requires approval by the Park Film Office. An appointment to scout the location with you and understand your needs in the context of what is permissible will be done prior to filming. Please contact the Park Film Office at (323) 644-6220 or <http://www.laparks.org/dos/ranger/parkfilm.htm>
2. **For Permits: Film LA:** Filming and photography requires a City of Los Angeles permit from FILM LA, INC. Please contact FILM LA for this information at (213) 977-8600 or <http://www.filmla.com>
3. **For Licensing Permission: Hollywood Chamber of Commerce:** The Hollywood Chamber owns certain trademark rights for usage of the Sign or its likeness for commercial purposes. The Chamber uses Global Icons to manage these rights and negotiate all fees. They are accustomed to both commercial and feature film requests. Please contact Global Icons at (310) 820-5300 or <http://www.globalicons.com/files/HollywoodSheet.pdf>

BASIC RULES OF THE ROAD

HOURS - Filming is restricted to daylight hours only.

LOCATIONS

Areas provided for filming or photography in the Park is limited to:

- **Sign site** – a ten foot wide, 80-foot long plateau on Mt. Lee, under the Sign letters, reached by a difficult climb down a steep embankment.
- **Park entrance area at the end of Deronda** – Unpaved area northwest of gate entrance may be used as small base camp after review with Recreation and Parks Department.
- **Lake Hollywood Park (alternative)** – Located at Mulholland Hwy and Canyon Lake Dr. This large grassy plot near the base of Mt. Lee, almost directly below Sign, has plentiful street parking and a good view of the Sign. This area is not subject to many of the usual Hollywood Sign Restrictions.

Restricted areas are as follows:

- Driving shots along Mt. Lee Dr. are not permitted.
- The paved access road to the Sign cannot be used for any purpose except drop-off at the Sign site. Parking is prohibited in order to insure fire equipment access.
- Every activity at the Sign will be monitored and assisted by a Department Employee. No climbing on or touching of the Sign is permitted.
- Street access to the residences outside the Deronda gate cannot be blocked.

PHYSICAL RESTRICTIONS

- No construction of any kind can be built around the sign or the park area near the surrounding neighborhood.
- No alteration, physical changes or lighting of the Hollywood Sign or surrounding area is allowed.
- No vegetation may be cut or removed.
- NO SMOKING allowed in the Park.

CREW & EQUIPMENT

- Crew size must be limited to 20 or less at the Sign itself *for safety reasons*.
- Equipment must be limited to necessary items which can be transported in one utility vehicle.
- No more than 3 vehicles will be allowed at any one time in this area of the Park.
- No large trucks or other large vehicles are permitted to travel Mt. Lee Dr.
- No generators can be brought into the Park.



Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

ADDITIONAL HOLLYWOOD SIGN AND PLATEAU GUIDELINES.

- **OK TO STAKE 8-10 INCHES TO SECURE 3 TALENT PLATFORMS AT BASE OF SIGN.**
- **OK TO TIE ROPE TO FENCE TO REPEL DOWN TO SIGN.**
- **OK TO PARK ON THE DIRT PLATEAU.**
- **NO PARKING OR FILMING ALLOWED ON MT. LEE DRIVE.**
- **OK TO PARK A MAXIMUM OF 3 VEHICLES ON THE DIRT TURN OUT JUST BEFORE THE GATE TO THE ACTUAL SIGN.**
- **MAY NOT PARK ANY VEHICLES BELOW OR ON THE MULHOLLAND TRAIL.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or

unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permittee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permittee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permittee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-34847 IDENTITY MEDIA INC "LOREAL"